INCREMENTAL ACTIVE USER PROFILE CONSTRUCTION FOR CONTENT CUSTOMIZATION INTERSPERSED WITH CONTENT DISPLAY

Abstract of Disclosure

The incremental construction of active user profiles for subsequent content customization based thereon, interspersed with content display, is disclosed. Content is displayed based at least on an active profile for a user, where the active profile may initially be empty. The content includes an inquiry area that has one or more questions. The answers to these questions allow for better construction of the profile. The user may answer the questions, or may ignore them and select other content to display. In the latter case, new content is shown to the user, with preferably the same questions displayed to the user in the inquiry area. In the former case, the active profile for the user is updated based on the answers, and the existing content is preferably refreshed to reflect the updated active profile. The inquiry area of the refreshed content then displays new questions.

Figures